

Sales Order

Station: **WRMD-TV** Agency: **SCREEN STRATEGIES MEDIA**
 Contract Name: **FRIENDS PATK MURPHY 1467145-01** Address: **11150 Fairfax Boulevard,**
 Contract#: **1428035869** Suite 505
 Start Date: **9/26/16** End Date: **10/01/16** City: **Fairfax** State: **VA** Zip: **22030**
 Revenue Type: **POLITICAL SALES** Buyer:
 NATIONAL Type: **Cash** Tax Schedule: **(None)**
 Advertiser: **FRIENDS/PATK MURPHY** Agency Commission %: **15**
 Address: Billing Cycle: **Standard**
 City: State: Zip: Salesperson: **5323nnat** Comm %: **0**
 Product Name: **PATRICK MURPHY 2411 v.7** Makegood Policy: **Within Contract Dates**
 Estimate #: **2411**
 Competitive Code: **POLITICAL**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$		
1	9/26/16	9/26/16		6:00 AM	7:00 AM	30	1							1	D	45.00	1	45.00	1	
	M																			
2	9/26/16	9/30/16		7:00 AM	10:00 AM	30	1	1	1	1	1			5	D	45.00	5	225.00	1	
	M-F 1/day																			
3	9/28/16	9/28/16		10:00 AM	10:30 AM	30			1					1	D	45.00	1	45.00	1	
	W																			
4	9/27/16	9/30/16		2:00 PM	3:00 PM	30		1		1	1			3	D	45.00	3	135.00	1	
	Tu, Th-F																			
5	9/26/16	9/28/16		3:00 PM	4:00 PM	30	1		1					2	D	130.00	2	260.00	1	
	M, W																			
6	9/27/16	9/29/16		4:00 PM	5:00 PM	30		1		1				2	D	80.00	2	160.00	1	
	Tu, Th																			
7	9/28/16	9/30/16		5:00 PM	6:00 PM	30			1		1			2	D	130.00	2	260.00	1	
	W, F																			
8	9/26/16	9/30/16		6:00 PM	6:30 PM	30	1	1		1	1			4	D	150.00	4	600.00	1	
	M-Tu, Th-F																			
9	9/26/16	9/30/16		7:00 PM	8:00 PM	30	1		1	1	1			4	D	500.00	4	2,000.00	1	
	M, W-F																			
10	9/27/16	9/27/16		8:00 PM	9:00 PM	30		1						1	D	400.00	1	400.00	1	
	Tu																			
11	9/29/16	9/29/16		9:00 PM	10:00 PM	30				1				1	D	400.00	1	400.00	1	
	Th																			
12	9/30/16	9/30/16		10:00 PM	11:00 PM	30					1			1	D	400.00	1	400.00	1	
	F																			
13	9/26/16	9/30/16		11:00 PM	11:30 PM	30	1	1	1	1	1			5	D	125.00	5	625.00	1	
	M-F 1/day																			
14	9/26/16	9/30/16		12:00 AM	12:30 AM	30		1						1	D	45.00	1	45.00	1	
DECISIONES																				
15	10/01/16	10/01/16		7:00 PM	9:00 PM	30						1		1	D	55.00	1	55.00	1	
	Sa																			
16	9/26/16	9/30/16		12:00 AM	12:30 AM	30			1	1	1			3	D	45.00	3	135.00	1	
TITULARES																				

Billing Projections: By Month

	Sep 16	Oct 16
CA	5,735.00	55.00
ST	0.00	5,790.00

☒ Print Spot Prices

EST.2411

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

TOTAL SPOTS	37
GROSS TOTAL \$	5,790.00
ADJUSTED SPOTS	37
ADJUSTED TOTAL \$	5,790.00

APPROVE	DECLINE	
<input type="radio"/>	<input type="radio"/>	General Manager
<input type="radio"/>	<input type="radio"/>	Regional Traffic Manager
<input type="radio"/>	<input type="radio"/>	National Sales Manager
<input type="radio"/>	<input type="radio"/>	Local Sales Manager

ORDER WORKSHEET

Rep Order# 1467145 Ver# 7
EC'd No

Status Confirmed

Traffic Order# 1467145

Last Received:
Showing Buylines:

Printed: 09/23/16 1:27 PM
09/23/16 1:27 PM
All Lines

1 of 2

Station WRMD-TV TAMPA
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2411
Estimate# 2411
Buyer RACHAEL JONES

Agency (SME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2411
Flight Dates 09/24/16-10/02/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 202854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M	6A-7A	SUELTA LA SOPA	30	-	-	\$45.00	09/26-09/26	1	1	\$45.00
2	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$45.00	09/26-09/30	5	5	\$225.00
		Buy Comment: ORDER: 1/DAY									
3	W	10A-1030A	DECISIONES	30	-	-	\$45.00	09/28-09/28	1	1	\$45.00
4	Tu, Th-F	2P-3P	SUELTA LA SOPA	30	-	-	\$45.00	09/27-09/30	3	3	\$135.00
		Buy Comment: ORDER: 1/DAY									
5	M, W	3P-4P	MEJOR CASO CERRADO	30	-	-	\$130.00	09/26-09/28	2	2	\$260.00
		Buy Comment: ORDER: 1/DAY									
6	Tu, Th	4P-5P	AL ROJO VIVO	30	-	-	\$80.00	09/27-09/29	2	2	\$160.00
		Buy Comment: ORDER: 1/DAY									
7	W, F	5P-6P	CASO CERRADO	30	-	-	\$130.00	09/28-09/30	2	2	\$260.00
		Buy Comment: ORDER: 1/DAY									
8	M-Tu, Th-F	6P-630P	NOTICIERO	30	-	-	\$150.00	09/26-09/30	4	4	\$600.00
		Buy Comment: ORDER: 1/DAY									
9	M, W-F	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	09/26-09/30	4	4	\$2,000.00
		Buy Comment: ORDER: 1/DAY									
10	Tu	8P-9P	PRIME NOVELA	30	-	-	\$400.00	09/27-09/27	1	1	\$400.00
11	Th	9P-10P	PRIME NOVELA	30	-	-	\$400.00	09/29-09/29	1	1	\$400.00
12	F	10P-11P	PRIME NOVELA	30	-	-	\$400.00	09/30-09/30	1	1	\$400.00

ORDER WORKSHEET

Rep Order# 1467145 Ver# 7 Status Confirmed Traffic Order# 1467145 Last Received: 09/23/16 1:27 PM 2 of 2
 EC'd No Showing Buylines: All Lines

Station WRMD-TV TAMPA
 Advertiser (F4PM) FRIENDS/PATK MURPHY
 Product PATRICK MURPHY 2411
 Estimate# 2411
 Buyer RACHAEL JONES
 Agency (SSME) SCREEN STRATEGIES MEDIA
 11150 FAIRFAX BLVD, SUITE 505
 FAIRFAX, VA 22030
 Agency C/P1/P2/E /2411
 Flight Dates 09/24/16-10/02/16
 Rep Firm NBCUNIVERSAL
 Sales Office (WA) WASHINGTON
 Salesperson (HIL) WILL HILDEBRANDT
 Sales Assistant SUE
 Salesperson Phone# 202854861
 Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
13	M-F	11P-1130P	NOTICIERO	30	-	-	\$125.00	09/26-09/30	5	5	\$625.00
Buy Comment: ORDER: 1/DAY											
14	Tu	12A-1230A	DECISIONES	30	-	-	\$45.00	09/27-09/27	1	1	\$45.00
15	Sa	7P-9P	CINE MILLONARIO	30	-	-	\$55.00	10/01-10/01	1	1	\$55.00
16	W-F	12A-1230A	TITULARES Y MAS	30	-	-	\$45.00	09/28-09/30	3	3	\$135.00
Buy Comment: ORDER: 1/DAY											

---REPORT TOTALS---

Report Totals: 37 / \$5,790.00

---SALES MONTHLY TOTALS---

Oct2016: 37 / \$5,790.00
 Order Totals: 37 / \$5,790.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$5,790.00 CGAL .00% OTHE .00% WAC .00% WBL .00% WRMD 100.00%

---COMPETITIVE COMMENTS---

COMPETITIVE INFO TO FOLLOW

Books [OCT16]
 Demos RA35+P

---CREDIT RISK---

STANDARD CREDIT TERMS

**POLITICAL INQUIRY RECORD:
FEDERAL, STATE & LOCAL CANDIDATE ADS
ALL QUESTIONS MUST BE ANSWERED**

☒ Federal Candidate

☐ State or Local Candidate

1. Requested by (Agency name, address, phone number & contact):

Agency Name Screen Strategies Media

Contact Rachael Jones

Phone Number 703-272-7300

Address 11150 Fairfax Blvd.
Suite 505
Fairfax, VA 22031

2. On behalf of (Candidate name & authorized campaign committee name):

Patrick Murphy, Friends of Patrick Murphy

3. Election (Office sought & date):

US Senate, Primary Election Date 8/30/16

4. Date of request:

9/16/16

5. Request received by:

Telemundo

6. Details:

Candidate rates requested

7. Name, Address & Phone Number of contact person for the candidate or candidate's authorized campaign committee:

Contact Name Brian Foucart

Phone Number 561-253-8433

Address 4521 PGA Blvd., #412
Palm Beach Gardens, FL 33418



**POLITICAL INQUIRY RECORD:
FEDERAL, STATE & LOCAL CANDIDATE ADS
ALL QUESTIONS MUST BE ANSWERED**

8. Name of treasurer of authorized committee:

Brian Foucart

9. Date and nature of follow-ups, if any:

Candidate Rates sent

10. Disposition:

- ☒ Accepted – see contract details
- ☐ Rejected – provide reason:

Additional Information:

--

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	9/24/2016 - 10/2/2016 (Est. 2411)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Sat 9/24	Sun 9/25	Mon 9/26	Tue 9/27	Wed 9/28	Thu 9/29	Fri 9/30
Suelta la Sopa 6:00 AM - 7:00 AM	EM	M-F 30	\$45.00 \$45.00			1				
Nuevo Dia 7:00 AM - 10:00 AM	EM	M-F 30	\$45.00 \$225.00			1	1	1	1	1
Decisiones 10:00 AM - 10:30 AM	DT	M-F 30	\$45.00 \$45.00					1		
Suelta la Sopa 2:00 PM - 3:00 PM	DT	M-F 30	\$45.00 \$135.00				1		1	1
Mejor de Caso Cerrado 3:00 PM - 4:00 PM	EF	M-F 30	\$130.00 \$260.00			1		1		
Al Rojo Vivo 4:00 PM - 5:00 PM	EF	M-F 30	\$80.00 \$160.00				1		1	
Caso Cerrado 5:00 PM - 6:00 PM	EF	M-F 30	\$130.00 \$260.00					1		1
WRMD 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$150.00 \$600.00			1	1		1	1
Caso Cerrado Estelar 7:00 PM - 8:00 PM	PA	M-F 30	\$500.00 \$2,000.00			1		1	1	1
Querida del Centauro 10:00 PM - 11:00 PM	PT	M 30	\$400.00 \$400.00			1				

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	9/24/2016 - 10/2/2016 (Est. 2411)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Sat 10/1	Sun 10/2	Total
Suelta la Sopa 6:00 AM - 7:00 AM	EM	M-F 30	\$45.00 \$45.00			1
Nuevo Dia 7:00 AM - 10:00 AM	EM	M-F 30	\$45.00 \$225.00			5
Decisiones 10:00 AM - 10:30 AM	DT	M-F 30	\$45.00 \$45.00			1
Suelta la Sopa 2:00 PM - 3:00 PM	DT	M-F 30	\$45.00 \$135.00			3
Mejor de Caso Cerrado 3:00 PM - 4:00 PM	EF	M-F 30	\$130.00 \$260.00			2
Al Rojo Vivo 4:00 PM - 5:00 PM	EF	M-F 30	\$80.00 \$160.00			2
Caso Cerrado 5:00 PM - 6:00 PM	EF	M-F 30	\$130.00 \$260.00			2
WRMD 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$150.00 \$600.00			4
Caso Cerrado Estelar 7:00 PM - 8:00 PM	PA	M-F 30	\$500.00 \$2,000.00			4
Querida del Centauro 10:00 PM - 11:00 PM	PT	M 30	\$400.00 \$400.00			1

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	9/24/2016 - 10/2/2016 (Est. 2411)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Sat 9/24	Sun 9/25	Mon 9/26	Tue 9/27	Wed 9/28	Thu 9/29	Fri 9/30
Celia 8:00 PM - 9:00 PM	PT	Tu 30	\$400.00 \$400.00				1			
El Mismo Cielo 9:00 PM - 10:00 PM	PT	Th 30	\$400.00 \$400.00						1	
Cine Millionario 7:00 PM - 9:00 PM	PT	Sa 30	\$55.00 \$55.00							
WRMD 11p News 11:00 PM - 11:30 PM	LN	M-F 30	\$125.00 \$625.00			1	1	1	1	1
Titulares y Mas 12:00 AM - 12:30 AM	LF	M-F 30	\$45.00 \$180.00				1	1	1	1
Station Totals			\$5,790.00	0	0	7	7	7	8	7

Murphy for Senate-SP



Station	WRMD-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	9/24/2016 - 10/2/2016 (Est. 2411)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Sat 10/1	Sun 10/2	Total
Celia 8:00 PM - 9:00 PM	PT	Tu 30	\$400.00 \$400.00			1
El Mismo Cielo 9:00 PM - 10:00 PM	PT	Th 30	\$400.00 \$400.00			1
Cine Millionario 7:00 PM - 9:00 PM	PT	Sa 30	\$55.00 \$55.00	1		1
WRMD 11p News 11:00 PM - 11:30 PM	LN	M-F 30	\$125.00 \$625.00			5
Titulares y Mas 12:00 AM - 12:30 AM	LF	M-F 30	\$45.00 \$180.00			4
Station Totals			\$5,790.00	1	0	37

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Patrick Murphy

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box) Marco Rubio

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Kyle Osterhout

printed name

9/22/2016

date

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRMD-TV

Date: 9/22/2016

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$4,921.50

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/22/2016

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title